

July 14, 2014

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Work-Life Balance Task Force  
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Giovanna Rossi, Co-Chair  
Work-Life Balance Task Force  
President, Collective Action Strategies, LLC  
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Re: Congratulations and Support for the Family Friendly Business Award Program

Dear Dr. Reynis and Ms. Rossi:

We are writing as chair and vice chair of the Legislative Health and Human Services Committee of the New Mexico Legislature to express, on behalf of the committee, our gratitude, congratulations and continued support for the excellent work of the Work-Life Balance Task Force ("Task Force").

We note that the Task Force was first created in 2010, pursuant to House Memorial 35 during the second regular session of the Forty-Ninth Legislature, and renewed during the 2011 regular session with House Memorial 1. These memorials directed that the now-defunct Governor's Council on Women's Health and then the University of New Mexico's Bureau of Business and Economic Research undertake the Task Force's work, without legislative appropriation.

It is our understanding that the Task Force has created a Family Friendly Business Award program. The Family Friendly Business Award would recognize New Mexico

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businesses and institutions that offer family-friendly employee benefits and promote increasing the number of businesses and institutions with family-centered policies. We understand that these awards are designed to offer family-friendly businesses and institutions a recognizable seal to symbolize to employers, employees and their customers that businesses and institutions bearing the family-friendly seal are family-friendly places to work and study.

Through the Task Force's assiduous work in seeking funding for the Family Friendly Business Award program, we understand that it is now being developed with a small grant from the McCune Foundation. We understand, however, that more funding will be necessary to fully implement the Family Friendly Business Award program.

The Legislative Health and Human Services Committee recognizes that family-friendly workplace policies ultimately improve our businesses, our institutions and our communities by reducing business costs otherwise incurred for training and turnover, by increasing overall productivity and by engaging citizens to be full participants in their communities.

The Legislative Health and Human Services Committee wishes to express its support for the continuation of the Task Force's superlative efforts. We look forward to news about the launch of this exciting Family Friendly Business Award program.

Sincerely,

JAMES ROGER MADALENA  
State Representative, District 65  
Chair, Legislative Health and  
Human Services Committee

GERALD ORTIZ Y PINO  
State Senator, District 12  
Vice Chair, Legislative Health and  
Human Services Committee

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